

# Brand Project Manager

## Company

Our client is a brand management firm based in Hong Kong specializing in the premium & luxury markets in Greater China.

Their services enable their clients to establish and strengthen the footprint in Greater China by accompanying them in their brand building and sales expansion.

Our company client's strength lies in their deep understanding and knowledge of both the premium & luxury industry and the Greater China.

Their team of experts is immediately operational to save time, money and energy for the clients.

Most-of-all they avoid fatal mistakes in a brand's market entry in terms of brand positioning, distribution network and customer database building.

With 15 years' experience in Asia, they have the right connections to pitch the brand to the relevant players (distributors, shopping malls, landlords, department stores, retailers, online marketplaces, TP partners...).

Job Location: Based in Shanghai

## Responsibility

### Retail Operations:

- Assess the distribution proposed by the local partner and make sure the brand exposure is up to the brand standard;
- Adapt and execute visual merchandising up to the brand standard;
- Follow up daily retail operations and be the key contact between the Brand and the local partner;
- Establish sales target, communicate them to the sales staff and update dashboards to monitor the performance;
- Analyze sales and propose solutions for sales increase as well as stock replenishment;
- Analyze stocks and coordinate the relevant replenishment;
- Coordinate staff training on products and sales technics
- Develop the distribution (retail, wholesale, offline, online) and find new opportunities;

### Marketing:

- Organize product launches, in-store promotions and events;
- Establish content and plan for posting on social media, monitor CRM (email blasts, newsletters) and press releases;
- Establish Retail Prices.

### Product management:

- Orders from France: work on order guidelines, follow up orders from local partner to Brand
- Licensed products production follow up: from design to manufacture process to final quality check
- Oversea product shooting and other collaterals when needed

**Account management:**

- Monthly reporting to brand
- Liaise with the principal to evaluate expectations and report on a regular basis;

**Requirement**

- 5 to 10 years' experience in Sales / Merchandising / Product Marketing;
- Experience in international lifestyle brand management;
- Good communication skills, presentable, team player;
- Positive attitude, persistent and assertive, with initiative;
- Organized, Reliable and Independent;
- Solid knowledge of Microsoft office, particularly Excel and PowerPoint.
- Fluent in Mandarin and English, French is a plus.

***Please send your resume to: [sh-recruitment@ccifc.org](mailto:sh-recruitment@ccifc.org)***